

MC252 Incident

Community Outreach Plan in support of Waste Management

July 6, 2010

1. Background

BP, the US Coast Guard, the Environmental Protection Agency and other federal, state and local agencies continue to work aggressively along the coastal areas to protect and clean the impacted shorelines as a result of the MC252 Deepwater Horizon incident. This plan addresses the need to engage and keep the community informed about plans for waste management operations throughout the affected areas of Alabama, Florida, Louisiana and Mississippi.

2. Organization

Community Outreach teams have been established for both the Houma and Mobile Incident Command Posts covering Louisiana, Mississippi, Alabama and Florida respectively. Each county/parish is staffed with a team of individuals dedicated to building relationships with stakeholders in the community (including commercial fisherman organizations and local business groups and community organizations); keeping local elected officials and media informed; and monitoring local issues and addressing them, as appropriate.

3. Community Outreach Objectives

Obtaining local input, support for, and acceptance of environmentally-sound solutions is critical to the success of the overall oil spill response efforts and specifically the waste management plans for each of the affected areas. The plan's goals include:

- Identifying and assessing the individual community needs and responding appropriately with relevant information and actions.
- Working closely with state environmental agencies that have regulatory authority and seeking their support/participation in community outreach efforts related to waste management.

- Identifying stakeholders that need to be kept informed and engaged going forward with waste management operations.
- Developing accurate and timely information to be disseminated to the community in a variety of methods and languages (print/website/one-on-one public venues).
- Identifying the right tools and/or personnel needed to reach out to key stakeholders.
- Implementing appropriate processes to respond in a timely manner to any potential concerns or complaints from the communities affected in each state.

4. Community Stakeholders

Stakeholders will be identified in each of the affected counties/parishes, including populations within a three mile radius of each staging area.

Stakeholders may include:

- Mayors
- City Managers
- County Commissioners / Parish Presidents
- City/County Health Officers
- Fire Marshals
- Sheriffs/Police
- EOC leaders

Stakeholders may also include other opinion leaders, groups and associations as appropriate, such as:

- Environmental Justice organizations
- Local ethnic communities and local Indian tribes (including those that may need translations services)
- Religious leaders
- Chambers of Commerce
- Tourism industry leaders
- Business groups
- Fishing organizations
- Bird and Wildlife organizations
- Marina owners
- Recreational vessel groups
- Other NGOs (Sierra Club, Audubon Society, COAST etc.)

- Members of the public who have voiced their concerns through a variety of channels, including in person, by phone or electronically.

Local media are also both a key audience and medium for reaching affected communities and will be included in the community relations plans.

5. Community Meetings

- Community meetings for impacted populations and interested parties have been held during the past 60 days throughout the four Gulf Coast states. This includes populations within a three mile radius of each staging area.
- Future community meetings will be held as needed to keep all parties informed of project activities, status updates, etc.
- The frequency and format of future community meetings will be determined after consultation with area leaders and relevant agencies.
- Community meetings could take a number of forms ranging from town hall events to poster sessions as well as other regularly scheduled community events or meetings.
- The overall goal of the community meetings will be to provide the public with opportunities to identify issues, voice concerns or complaints and receive updated information on the status of waste management developments in their area.
- Some community meetings may focus exclusively on waste management-related issues while other community meetings may address waste management topics during part of the meeting and then address other topics in response to the varying information needs of the community. In either case, the public will be given an opportunity to ask questions as well as voice their comments or complaints.
- The date, time and location of community meetings will be selected to provide easy access and attendance by a broad cross-section of the impacted communities, including populations within a three-mile radius of each staging area.
- Fact sheets and other appropriate communications material will be produced for each community meeting to provide an update on waste management activities in the affected areas. (See below.)

6. Written Materials, Handouts, Electronic and web-based communications

- A variety of written and electronic communications material focusing on waste management topics will be developed.
- All information will be written in layman's terms that are easy for the general public to understand.
- Where appropriate, information will be provided in languages spoken in the impacted community.
- Outreach material and handouts for community meetings will be provided to the appropriate state and local agencies for review and comment in advance of the meetings. In addition, federal, state and local agencies will be invited to provide any additional information or handouts during the community meetings.

Examples of types of fact sheets and handout material to be developed for affected communities:

A. Overview of disposal facilities/landfills as well as staging and decontamination areas

- Locations of facilities/landfills, and staging and decontamination areas, including use of Google Earth applications where appropriate
- Types and source of waste being accepted at each site
- Overview of facility operations, including dust, odor, noise control and site security
- Environmental safeguards
- Hours of operations
- Transportation routes
- Destination of waste
- How to report concerns
- How to get additional information
- Emergency procedures, contact information

B. Frequently Asked Questions

Waste management-related questions will be added to an ongoing list of "frequently asked questions" (FAQs) that will be made available during community meetings. In addition, the FAQs will be posted on the BP public website .

The FAQs will address common community questions, including but not limited to:

- Measures implemented to minimize impacts on local communities resulting from disposal facilities, staging areas, decontamination areas;

- Transportation routes
- How to report concerns
- Where to find additional information

7. Public Concerns and Complaint Tracking

Two systems are being set up for tracking public concerns and complaints.

- A. A toll free number – 866-448-5816 – has been established to handle public concerns and complaint tracking related to environmental issues, including waste management. Callers to the number will have their comments and complaints recorded into a data base. Comments and complaints will then be routed to the appropriate team for a response and/or action in a timely manner.
- B. A web-based form for gathering and recording public concerns and complaints will also be created on the BP.com Gulf of Mexico Response web site. Comments and complaints will then be routed to the appropriate team for a response and/or action in a timely manner.

8. Promoting Waste Management Community Outreach Plans

a. Publicity

Proactive media outreach will be an important component of the Community Outreach plan. Working closely with the appropriate Public Information Officers, the media plan for waste management could include any/all of the following:

- Develop/distribute news releases
- Conduct interviews with targeted reporters
- Conduct a media site tour with technical experts
- Conduct a news conference with key stakeholders
- Appear on local talk shows to address related issues to a specific project

b. Notifications

Where appropriate, flyers will placed in high traffic areas (e.g. universities, public buildings, grocery stores, churches, community centers, health departments and libraries) to promote community meetings and related events dealing with waste management issues.

c. Email notifications

Members of the public from each community will also be encouraged to register for automatic email updates on waste management plans. Once registered, they will receive timely updates related to community meetings and other developments related to waste management in their area.

d. Deepwater Horizon Response Web Site

Two web sites will be used to support the community relations plan in support of the waste management plan:

- www.bp.com/gulfofmexicoreponse.com.
- www.deepwaterhorizonresponse.com

In addition to specific content on the waste management plan, these websites give key resources for accessing specific and general information about the MC252 Deepwater Horizon Response.